

BOSE MCKINNEY & EVANS LLP**CUSTOMER NUMBER 25267**2700 First Indiana Plaza
135 North Pennsylvania Street
Indianapolis, Indiana 46204**PATENT APPLICATION**

Applicant: Belth, Steven et al
Serial No.: 09/802,492
Filing Date: March 9, 2001
Title: MARKETING SYSTEM
Group: 3622 Examiner: Young, John L.
Atty. Docket: 12166-0002

**Certificate Under 37 C.F.R. § 1.8(a)**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

on June 21, 2005

Michael Rich

Dated: June 21, 2005

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Transmitted herewith is a response in the above-identified application:

The fee has been calculated as shown below:

| CLAIMS AS AMENDED | | | | | |
|--|---|---------------------------------------|--------------------------|-------|-----|
| | CLAIMS REMAINING AFTER AMENDMENT | HIGHEST NO. PREVIOUSLY PAID FOR | NUMBER EXTRA | RATE | FEE |
| TOTAL CLAIMS (37 C.F.R. 1.16(c)) | 38 | 38 | 0 | \$50 | \$0 |
| INDEPENDENT CLAIMS (37 C.F.R. 1.16(b)) | 6 | 6 | 0 | \$200 | \$0 |
| If applicant has small entity status under 37 C.F.R. 1.9 and 1.27, then divide total fee by 2, and enter amount here. | | | SMALL ENTITY TOTAL | NO | \$0 |
| TOTAL FEE FOR ADDITIONAL CLAIMS | | | | | \$0 |

*If the "Highest Number Previously Paid For" in this space is less than 20, write "20" in this space.

**If the "Highest Number Previously Paid For" in this space is less than 3, write "3" in this space.

An Extension of Time for _____ month(s) is hereby requested under
37 C.F.R. 1.136(a). The required fee for filing this extension is:

Information Disclosure Statement

TOTAL FEE FOR THIS AMENDMENT

\$0.00

A check in the amount of \$ _____ to cover the total fee for this
amendment is attached.

The Commissioner is hereby authorized to charge any additional filing fees under 37 C.F.R. 1.16 or processing fees under 37 C.F.R. 1.17 which may be required during the prosecution of this application, or credit of any overpayment, to Bose McKinney & Evans LLP's Deposit Account No. 02-3223. A duplicate copy of this sheet is enclosed.

Attorney of Record

Printed Name: Anthony P. Filomena, Reg. No. 44,108

BOSE McKINNEY & EVANS LLP

CUSTOMER NUMBER: 25267

2700 First Indiana Plaza
135 North Pennsylvania Street
Indianapolis, Indiana 46204
(317) 684-5000

PATENT APPLICATION

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Art Unit: 3622
Atty. Docket: 12166-0002
Applicants: Belth
Invention: MARKETING SYSTEM
Serial No.: 09/802,492
Filed: March 9, 2001
Examiner: Young, John L.

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RESPONSE

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office Action mailed March 22, 2005 ("Office Action") please consider the following amendments and accompanying remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 10 of this paper.